

# WRIGLEYS



Helps  
teeth.  
breath.  
appetite.  
digestion.

"Give it to me,  
please, Grand-  
daddy."

"Why Bobby, if  
you wait a bit for  
it you'll have it  
to enjoy longer!"

"Poo-poo! That's  
no argument with  
**WRIGLEYS**  
'cause the flavor  
lasts, anyway!"

—After every meal



Didn't have to Buy Them.  
A little boy from a poor district and  
a little girl from the more comfortable  
part of the city sat side by side in  
Sunday school. The teacher said to  
the little girl: "Gladys, we missed you  
at Sunday school last Sunday." To  
which Gladys replied:  
"Oh! I stayed home because we  
bought a new baby at our house."  
The little boy looked up at her in  
surprise and remarked:  
"Bought it? Huh! We get 'em for  
nothing."

All Knitting.  
Jane—Do you knit?  
Susie—No.  
Jane—Get busy, kid; even bones  
kult.

"Strength is largely a matter of  
discovering allies."

## IDEAL SILOS



Bennett Bros. Co., 41-51 Payne St., Lowell, Mass.

Don't Keep Cows.  
Make Cows Keep  
You.

With the assistance  
of an IDEAL SILO  
in which you always  
find economy, con-  
venience, strength,  
simplicity and sweet  
wholesome ensilage.  
The Ideal LASTS  
and LASTS and  
LASTS.

## Win the War by Preparing the Land Sowing the Seed and Producing Bigger Crops

Work in Joint Effort the Soil of the United States and Canada  
CO-OPERATIVE FARMING IN MAN POWER NECESSARY  
TO WIN THE BATTLE FOR LIBERTY

The Food Controllers of the United States and Canada are asking for  
greater food production. Scarcely 100,000,000 bushels of wheat are avail-  
able to be sent to the allies overseas before the crop harvest. Upon the  
efforts of the United States and Canada rests the burden of supply.

Every Available Tillable Acre Must Contribute; Every Available  
Farmer and Farm Hand Must Assist

Western Canada has an enormous acreage to be seeded, but man power  
is short, and an appeal to the United States allies is for more men for seed-  
ing operation.

Canada's Wheat Production Last Year was 225,000,000 Bushels; the  
Demand From Canada Alone for 1918 is 400,000,000 Bushels

To secure this she must have assistance. She has the land but needs  
the men. The Government of the United States wants every man who can  
effectively help, to do farm work this year. It wants the land in the United  
States developed first of course; but it also wants to help Canada. When-  
ever we find a man we can spare to Canada's fields after ours are supplied,  
we want to direct him there.

Apply to our Employment Service, and we will tell you where you can  
best serve the combined interests.

Western Canada's help will be required not later than May 5th. Wages  
to competent help, \$50.00 a month and up, board and lodging.

Those who respond to this appeal will get a warm welcome, good wages,  
good board and find comfortable homes. They will get a rate of one cent  
a mile from Canadian boundary points to destination and return.

For particulars as to routes and places where employment may be had  
apply to: **U. S. EMPLOYMENT SERVICE, DEPARTMENT OF LABOR**

## FLOWERY CLOTHES IN WORLD AT WAR

New York.—The attempt to Dolly  
Vardenize our clothes began in Palm  
Beach in January. As soon as the  
French openings began in February,  
we, over here, learned that they, over  
there, had begun the same trick in  
costumery, asserts a prominent fash-  
ion writer.

Organdies, printed volles and flow-  
ered chiffons were the materials used



Flowered muslin frock that shows re-  
turn to English garden fashions. It  
is made of blue and pink muslin.  
Surplice body ties at back, and neck  
line is finished with upstanding  
muslin ruche.

for these frocks, which bore close  
kinship to a softer epoch than the one  
in which we take our part today.

It is of psychological interest, this  
introduction into women's apparel of  
a kind of costumery that suggests  
everything we are not at this hour.  
There may be no reason than that of  
tradition for us to associate flowered  
muslins, big taffeta sashes with bows  
at the back, immense English garden  
hats tied under the chin, and lace-  
covered parasols, with that part of wom-  
an's nature that deals in coquetry, the  
eternal appeal to masculine admira-  
tion, helplessness, and all the accen-  
tuated tricks of femininity which the  
world thought it had wiped out to a  
certain measure.

Yet we do connect these clothes and  
these traits. The world always looks  
upon a woman who is frocked in a  
figured muslin, her eyes shaded with  
a huge hat, her arms half bare and a  
rose at her belt, as one who is out for  
admiration.

The Leopard and His Spots.  
There cannot arise a critic so fool-  
ish in these days as to suggest that  
the militant woman is not capable of  
looking like a Watteau shepherdess if  
she takes it into her mind to do so.  
Therefore, our surprise is not that the  
women of the moment should appear  
well in the English garden type of  
clothes, with which one always asso-  
ciates strawberries and cream, low  
voices, waving hair parted in the mid-  
dle, and shy, almost gauche manners,  
but that they should elect this flowery  
and futile fashion at this hour.

Yet they are doing it. Both France  
and America are heaping figured fab-  
rics upon its womanhood. Lace is in-  
stalled again. Immense bows of taff-  
eta ribbon, sashes of every kind;  
flowing, elbow sleeves; surplice necks  
with wide handkerchiefs of colored  
fabrics, are shown and worn by women  
who have probably spent the morning  
at a class in nursing at a hospital and  
will spend the evening at a canteen.

Isn't this a curious psychological  
thing? Here we have preached for  
two years the strengthening tendency  
of women to dress more and more like  
men in the day, and either very sim-  
ply or in an Amazonian fashion in the  
evening.

We have tried to standardize clothes,  
foolishly, but earnestly, throughout all  
channels of dress. We know that one  
of the most important leagues of  
young women in America is circulating  
a petition, signed by its members,  
to the effect that they are to buy only  
three gowns a season, one for each  
division of the day, the price to be  
\$30 apiece, and the uniforms to be  
of standard pattern. And yet these  
very girls, right on top of such an  
endeavor as this to conserve and  
economize, fling themselves into flow-  
ered volles with pink and violet taff-  
eta sashes tied with deep bustle bows  
at the back, and huge hats of Milan  
straw heaped with flowers!

It may be that the leopard cannot  
change his spots, but women can cer-  
tainly change her type at will. She  
seems to shrink and grow thin, to  
curve out and grow full, to stand  
higher or lower in her boots, and to  
assume at will the militant or the  
coquettish air. In this spring of 1918  
it looks as though she were going to  
do all of these things at various times  
of the day.

### Chinese Influence Preferred.

There is not much feeling of satis-  
faction in the adoption of Japanese  
clothes. Once upon a time whatever  
came from the Little Kingdom was  
eagerly seized as having artistic merit  
of the highest order, but times and  
thoughts have changed. Japanese art  
has been so cheaply commercialized  
throughout America, and its little  
shops outline the boardwalks of the  
pleasure resorts in such a prolific  
manner, that we prefer to go to China  
—the vast spaces around the Great  
Wall—for suggestions.

The greater designers in Paris have  
preferred China to Japan for half a  
dozen years, and we in America have  
made the kimono too much a part of  
our early-morning life, at \$2 per gar-  
ment, that we may not see in this  
effort of the house of Cheruit an open  
path to beauty.

### Entire Gowns of Jet.

The house of Callot has thrown its  
influence into many channels, and the  
gowns of its making, which arrived in  
this country later than all the others,  
increase the respect we must pay to  
Jet. The woman who has cherished a  
frock of Jet and wondered if the  
style would ever return in order that  
she might revive it into something  
modern, may go to the work with en-  
thusiasm.

Callot is not the only designer who  
whirls Jet around the wheel of fash-  
ion into the top place, but she is the  
one designer who introduces entire  
gowns of it. These are coat-of-mail  
creations, that cling to the figure like  
a glittering cuirass and whiten in a  
brilliant way the skin of the neck and  
arms, which are left uncovered. These  
gowns have trains of tulle or lace, and  
they are costly—Oh! very, very costly!

To the average mind they may seem  
a bit heavy for an American spring,  
and it is safe to say that the woman  
who buys a costly evening gown in  
April of this year 1918 will expect it  
to do duty through the summer sea-  
son. Even our glittering birds of para-  
dise, who heretofore floated through a  
forest of riches showing their plum-  
age and thinking nothing of the cares  
of life, have been changed heart and  
soul by the war and its terrors into  
creatures of self-sacrifice and much  
higher ideas.

### Choosing Green for Suits.

Another thing that the house of Cal-  
lot has done to get us away from a  
conventional fashion is the exploita-  
tion of green for the street. It may  
be roughly said that there are a thou-  
sand navy blue gowns to a hundred  
of any other color, and, admirable as  
dark blue is, the world grows a bit



Organdie redingote of corn color,  
tucked and trimmed with Val lace  
and worn over a narrow corn satin  
slip. Belt of Nattier blue taffeta.  
Straw hat, with crown of organdie.

weary of the monotonous procession  
of gowns in this color which moves to  
and fro from France to Alaska. We  
cry aloud for something else. We are  
like the heroine of the novel, who pas-  
sionately wished for just a thread of  
scarlet in her costume to make her be-  
lieve that there was happiness and  
gaiety in the world.

Callot gives us green to quiet our  
nerves. She gives us a chance to get  
away from navy blue and still remain  
demurely and soberly frocked.

(Copyright, 1918, by the McClure Newspaper  
Syndicate.)

### Separate Skirts.

Many novelty skirts are being taken,  
as well as the staple numbers, says  
the Drygoods Economist. Silks and  
satins are having a considerable  
vogue, and there is a good demand  
for stripes, checks and plaids in these  
fabrics.

Skirts of foulard and of crepe de  
chine are favored to some extent. Tife  
medium-priced skirt continues to be  
found in poplins, serges, gabardines  
and tricoots. Checked and striped  
worsted and woollens are selling  
readily.

## Meat is as Necessary as Steel and Ships

Food is the first essential of the  
fighting forces.

The American farmer and the  
packer have met every war emer-  
gency, and have promptly furnished  
an adequate supply of wholesome  
meat.

No other industry can claim a  
better record of war time efficiency.

Swift & Company has shipped to  
the United States Government and  
the Allied Nations,

Over 12,000,000 Pounds (400 carloads)  
per week, of beef, pork, and lard, since  
January 1, 1918.

In one week recently we shipped  
24,000,000 Pounds (800 carloads)  
and the demand is increasing.

Our profits are limited by the  
Food Administration to 9 per cent  
on investment in the meat depart-  
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on each dollar of sales.) No profit  
is guaranteed.

We are co-operating with the  
Government to the best of our ability.

Swift & Company 1918 Year Book, con-  
taining many interesting and instructive  
facts, sent on request.  
Address, Swift & Company,  
Union Stock Yards, Chicago, Illinois

Swift & Company  
U. S. A.

Subtle Reasoning.  
My little grandson is quite a hand  
for "reasoning from analogy," and  
the other day was asking what his  
family name was. I told him his fa-  
ther's ancestors came from England,  
Wales and Scotland, while his moth-  
er's were English and Irish.  
He then asked: "Grandma, what  
was your name before you were mar-  
ried?"  
I answered "Lyon."

He considered a moment and then  
said: "So I suppose you came from  
Africa?"—Chicago Tribune.

Naturally.  
"What does that sign mean, 'Let  
All Observe Careless Days'?"  
"It belongs to a chiropodist."

Mean Insinuation.  
"Harold proposed to me last night."  
"There! He told me he was going  
to throw his life away."

Our most exclusive circles—silver  
dollars.

The intellectual type of beauty is  
heard but not seen.

Signs of Spring.  
"What makes you so uneasy? Is  
your conscience troubling you?"  
"No, winter underwear."

Save the Calves!  
Stamp ABORTION Out of Your  
Herd and Keep It Out!  
Apply treatment yourself. Small  
expense. Write for free booklet  
on Abortion, "Questions and  
Answers." State number of  
cattle in herd.  
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Better than Cuticura  
for Baby's Tender Skin  
Soap 25c. Ointment 25 and 50c.

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Sun fast, rain proof Taffeta, 6 feet long,  
double-stitched sewed stripes; free de-  
livery by parcel post on receipt of fac-  
tory price, \$1.00. Including pole, ball  
and gilded holder, \$1.35. Send for  
free catalogue of flags and decorations.  
We make more and better flags than any other  
concern in the world. Prices advance before the war.  
AMERICAN FLAG MFG. CO., EASTON, PA.

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possesses that unique flavour of  
freshness that has made it famous for  
more than a quarter of a century.

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We mean the low priced coppers like  
Nixon-Nevada

It sold last March at 26c a share, this March at \$1.06 a share, and  
we expect it will sell at \$10.00 a share.  
United Verde sold at \$1.00 per share, and as high as \$45 per share  
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